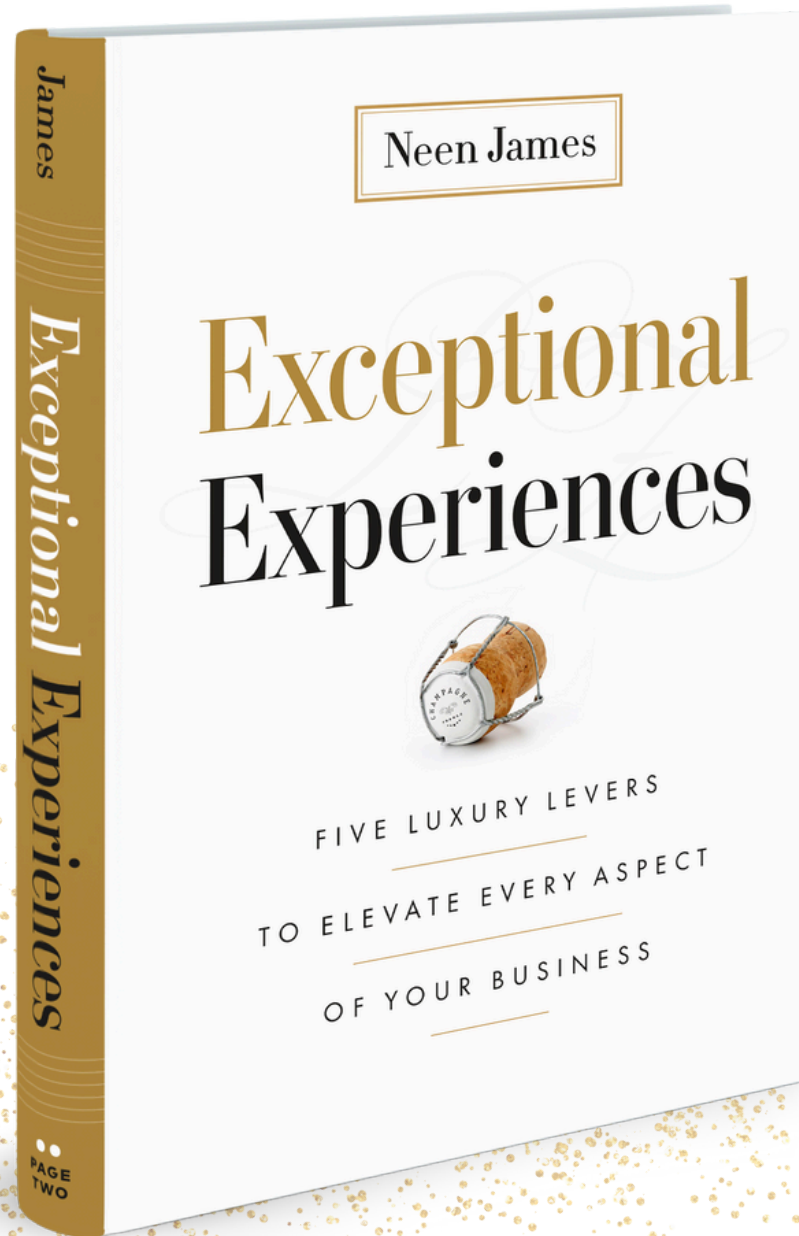


From Luxury Expert, Leadership Strategist,
Keynote Speaker & Author

Neen James



MEDIA KIT

Meet Neen

G'Day!

Neen James is a leadership strategist, dynamic keynote speaker, and the author of *Folding Time*, *Attention Pays*, and the upcoming *Exceptional Experiences*.

With boundless energy, quick wit, and actionable insights, she serves as a confidante to C-suite leaders to help them elevate experiences and achieve greater focus, communication, and influence.

Recently appointed to the board of the World Luxury Chamber of Commerce, James has been named one of the Top 30 Leadership Speakers by Global Gurus multiple years in a row for her work with some of the world's most prestigious brands, including Viacom, Comcast, Virtuoso Travel, Four Seasons, and the FBI.

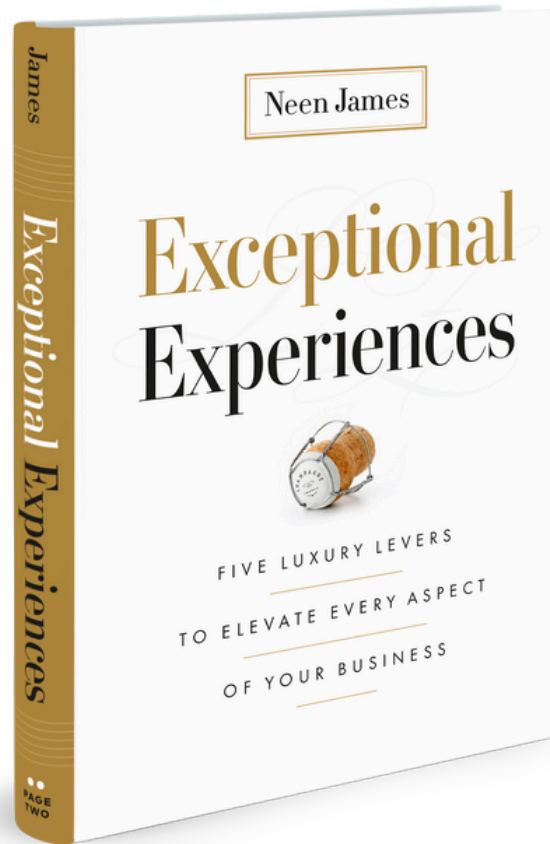
She empowers individuals to prioritize what matters most so they can create exceptional experiences that drive results and foster lasting connections.

Originally from Australia, James is living her best life in Tampa, Florida.

Some of Neen's
fabulous clients:



Coming Soon!
Exceptional Experiences



Luxury levers are the golden key to revenue, in any industry.

Luxury principles can transform any business, luxury market or not. These strategies are a golden key to standing out—creating unforgettable experiences and forging deeper client connections that drive lasting success.

Author, speaker, and consultant Neen James introduces you to secrets from the luxury industry that will grow your business. With her experience elevation model, she offers an insider's look into how to increase revenue from your most important clients.

James shows you how by paying close attention to your clients, you shift from transactional to transformational relationships with them. In doing so, you create lifelong advocates who will draw more and more valuable clients to you.

Drawing on world-class luxury mindset research, interviews with leading experts in the luxury industry, and her extensive background in luxury, James reveals how to set your business apart. By the end of this book, you will understand how to unlock the secrets of the luxury world of exclusive access, build advocates, increase revenue, and differentiate yourself.

What Readers Will Learn:

Luxury is about experiences, not things.

True luxury is about the moments that make someone feel seen and heard.

The five luxury levers—entice, invite, excite, delight, and ignite—can elevate every touchpoint and aspect of a brand, infusing luxury into daily operations.

Embracing a luxury mindset means moving from transactional to transformational interactions and deepening relationships.

Suggested Questions

1. What are the five luxury levers of the Experience Elevation Model™ and how can people use them to elevate their business?
2. What is the biggest misconception about luxury? How do you define luxury?
3. You commissioned a one-of-a-kind study that uncovered people have four different mindsets about luxury. What are those mindsets? Why does understanding a person's luxury mindset matter?
4. How does creating an exceptional experience give a business a competitive advantage in the marketplace and drive revenue?
5. You talk about how creating "champagne moments" can transform relationships from transactional to transformational. What are some practical ways someone could implement these moments in their industry?

Advanced Praise for Exceptional Experiences



Neen James captured what makes luxury experiences exceptional – genuine human connection and attention to detail. Her Experience Elevation Model™ provides a framework for organizations to turn clients into advocates.

Exceptional Experiences is a must-read for leaders who know that creating meaningful moments enhances clients' Return on Life.

– **Matthew Upchurch**
Chairman and CEO,
Virtuoso Travel



Creating memorable experiences isn't about grand gestures or massive budgets – it's about the thoughtful attention to those little things that make all the difference. Her Experience Elevation Model™ provides a practical framework that aligns perfectly.

– **Dan Gingiss**
Keynote speaker, author of
Becoming The Experience Maker



In this powerfully actionable book, Neen challenges you to reframe 'luxury' from high-end & hoity-toity and to instead consider 'luxury' as humble & human: experiences that signal to your customer that you care deeply.

– **Ann Handley**
Wall Street Journal bestselling
author of *Everybody Writes*



Neen James brilliantly reframes luxury as a mindset accessible to every business, not just high-end brands.

Her Experience Elevation Model™ delivers exactly what change leaders need: a systematic approach to creating memorable moments that transform clients into passionate advocates.

– **Tamsen Webster**
Founder & Chief Learning Officer,
Message Design Institute

Other Podcast Guest Appearances



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*Neen's Sales Goddess will
be delighted to help you!*

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